

EC'd Yes Last Received: 10/15/2012 3:52 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.	Agency () GMMB	Rep Firm
Advertiser () OBAMA FOR AMERICA	3050 K ST NW	Sales Office () PHILADELPHIA
Product BARACK OBAMA	WASHINGTON, DC 20007	Salesperson () ANJIE BRADY
Estimate# 1904	Agency C/P1/P2/E 95/101/1904	
Buyer DAN NAGELBERG	Flight Dates 10/16/2012 - 10/22/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

-- CONTRACT COMMENT --

CLIENT: OBAMA FOR AMERICA SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 12,150
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F	9A-10A	Buyline Comment: TODAY SHOW 2	:30	\$300.00	10/16-10/19	4	1	4	\$1,200.00	
	2	M	9A-10A	Buyline Comment: TODAY SHOW 2	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
	3	TU-F	10A-11A	Buyline Comment: TODAY SHOW 3	:30	\$250.00	10/16-10/19	4	1	4	\$1,000.00	
	4	M	10A-11A	Buyline Comment: TODAY SHOW 3	:30	\$250.00	10/22-10/22	1	1	1	\$250.00	
	5	TU-F	11A-12P	Buyline Comment: HAMPTON ROADS SHOW	:30	\$75.00	10/16-10/19	4	1	4	\$300.00	
	6	TU-F	12P-1P	Buyline Comment: NEWS AT NOON	:30	\$125.00	10/16-10/19	4	1	4	\$500.00	
	7	M	12P-1P	Buyline Comment: NEWS AT NOON	:30	\$125.00	10/22-10/22	1	1	1	\$125.00	
	8	TU-F	1P-2P	Buyline Comment: DAYS OF OUR LIVES	:30	\$300.00	10/16-10/19	4	1	4	\$1,200.00	

Station WAVY-TV NORFOLK, VA.
Advertiser () OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1904
Buyer DAN NAGELBERG
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1904
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	F	8P-9P		:30	\$900.00	10/19-10/19	1	1	1	\$900.00	
Buyline Comment: WHINEY/COMMUNITY												
	21	SA	330P-7P		:30	\$200.00	10/20-10/20	2	1	2	\$400.00	
Buyline Comment: NOTRE DAME FTBALL												

--REPORT TOTALS--
Report Totals: 46 / \$12,150.00

--SALES MONTHLY TOTALS--

Oct 12: 46 / \$12,150.00
Sales Totals: 46 / \$12,150.00
Station Totals: 46 / \$12,150.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--
Market Totals \$37,969
CATV 0% WAVY 32% WGNT 3% WPXV 0% WTKR 14%
WTVZ 7% WVBT 23% WVEC 21%

--COMPETITIVE COMMENTS--
COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

-- CREDIT RISK --
CASH IN ADVANCE